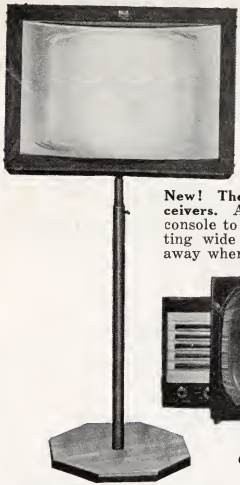
TELEVISION Forecast

JULY 18 TO JULY 24 INCLUSIVE

WBKB WGN-TV

Enjoy BIG *Screen Television*



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EDITOR'S REPORT: TV for Taxis, Surgeons and Schools

Imagine the surprise of one Chicagoan who after entering a taxicab he had flagged was asked by the driver—

"What would you rather see on my television set—the ball game, or the wrestling matches?"

The scene was real, the driver real. The rider, a newcomer to television, was a bit taken back, pleasantly shocked and before long a converted fan. It wasn't long before all of Chicago heard about the cab driver and his ingeniously installed receiver.

A great deal of credit goes to the cabby Howard LeDuc and his engineer friend, George Fyler, who have put a new twist into service, a step which will certainly make our city even more conscious of television.

ANOTHER notable "first" in Chicago television recently took place at Passavant hospital when a pre-test of TV equipment for the American Medical Association convention telecast an operation. The program was on a closed circuit, however, and therefore seen only by specialists attending the meeting.

The medical profession acclaimed the benefits of televising such operations and pointed out the benefits student doctors and nurses obtain since hundreds watch through the medium of video.

Television Forecast is hopeful that service organizations, charity groups and social clubs throughout the city and suburbs will join in a related phase of work: purchase and installation of TV sets in the wards of the many Chicago hospitals, so that patients may enjoy the entertainment offered by the local stations.

WHAT do the schools think of television? Here is what one eastern educator has said: "Through television, students learn better and faster. Most children are eye-minded and absorb much faster when they can see a subject presented."

The educator is Ralph M. Anderson of the Upper Darby, Pa., high school, who has evaluated the new tool. He further states: "We have already made much use of our television receiver as an effective teaching tool, and are planning a much greater use of television as additional programs of an educational type are offered. As rapidly as such programs come on the air, we intend to tie in TV more closely with our curriculum."

TV TOPICS—Famed Parisian designer Lucien LeLong, who appeared recently on NBC's eastern coast video network, had this to say about feminine garb for the fall . . . "Classic styling" is in order: non-padded hips and simple, pleated skirts . . . When NBC opens its Chicago station, TV audiences will view the cavalcade of fashions now telecast in New York . . . The awareness of the dramatic possibilities of TV was also indicated by leading Republicans and Democrats who all used television to make important statements to the country in the recent presidential conventions in Philadelphia . . . Chicago stations are to be commended for the fast, efficient manner in which they handled the relay of films taken in the east and flown to Chicago . . . The prospects of seeing the next presidential inauguration at Washington, D.C., are good.

TELEVISION Forecast

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Television Forecast For

SUNDAY

JULY 18, 1948

WGN-TV

1:00—WGN-TV NEWSREEL. Repeat showing of newsreel of previous evening.

1:10—PLAYER OF THE DAY. Pre-game interview conducted by Ed Cooper.

1:20—BASEBALL. Jack Brickhouse describes 1st game of double header between Cubs and Philadelphia, from Wrigley field.

3:30—TENTH INNING. Scores of other games, and tele-interviews with Cub fans attending today's games.

3:40—BASEBALL. Second game of Cubs vs. Phillies twin bill.

8:00—WGN-TV NEWSREEL REVIEW. The week's news in review, narrated by Spencer Allen.

8:10—TELEFILM SNAPSHOTS. Films especially prepared for television.

8:25—GLOBAL GLIMPSES. Film feature.

8:45—CROSS QUESTION. A law suit is enacted in the WGN-TV courtroom in this fictional but realistic studio presentation. Members of the jury are chosen from the audience.

WBKB

12:55—FILM feature.
1:10—MEET THE PLAYERS. George Janda, TV reporter for WBKB, interviews famous big leaguers direct from Wrigley field.

1:25—BASEBALL. Cubs vs. Philadelphia, twin bill, with Joe Wilson announcing. Televised from home of Chicago Cubs.

7:00—KNICKERBOCKER SHOW. TV's first and only amateur show, with Russ Davis, master of ceremonies. It's fun; you'll enjoy it.

8:00—TELENEWS. Local, national and international news events.

8:30—FILM feature. To be announced.

10:00—NEWS. Today's World Picture.

(Subject to change)

Most Versatile--That's Trendler

Television and radio's most versatile orchestra leader is WGN's popular maestro, Robert Trendler, conductor of the "Club Television" orchestra which is heard Wednesday nights over WGN-TV at 9 P.M.

Trendler's title is a well-earned one. Today one of the busiest arrangers and conductors, Trendler began his long and active career in 1918 when he made his first professional appearances as a pianist. He grew up in music and radio. At the age of thirteen, he toured Europe with his mother, a famous Viennese prima donna, as her accompanist, on a concert tour. Shortly before leaving for Europe he made his radio debut when he appeared on the opening program of station WLW in Cincinnati.

After their tour of the continent, Bob and his mother returned to Cincinnati, where he gave numerous piano recitals and appeared as accompanist on many WLW programs. Upon leaving college, Trendler, then twenty-one, was appointed staff accompanist and arranger of WLW.

His next musical experience was gained when he toured the country in Vaudeville, facing audiences that are judged to be the most critical in the world. These tours gave him an appreciation of public taste. He was billed as both a featured pianist and an accompanist.

(*Continued on page* 12)

WGN-TV Test Pattern Period

WGN-TV will telecast its test pattern daily from 11 a.m. to 5 p.m., for the benefit of service men making installations or adjustments of television receivers. On days when ball games are telecast, the test pattern will be transmitted from 11 a.m. to 1 p.m., at which time the regular "Players of the Day" feature is aired, and then will fill the remaining period to 5 o'clock following "Tenth Inning" after completion of the game.

The test pattern will also be transmitted Monday through Friday from 7 to 7.30 p.m., and from 7:30 to 8 on Saturday and Sunday.

Kukla Fran and Ollie Board Broomstick for Dragon Retreat

Dragon Retreat, Vermont
July 17, 1948

Hello, boys and girls:

Honestly, I wondered if we'd ever get away from WBKB last night!

Here we had everything planned for a nice, leisurely trip across country to Dragon Retreat, and then that phone call from Ollie's mother threw us into complete turmoil.

She was nearly frantic. With the summer boarders already keeping her busy, all the relatives moved in. She needed help at once. Those dragons never do a thing but lie around in the sun. They won't flap a jaw to cook, clean, or tend the garden. They just expect to be waited on.

We knew we must get there fast. We called all the air line and charter plane services, without a bit of luck. They all said they couldn't find Dragon Retreat on the map. When Ollie offered to show the way, they still refused to take us. Since he wasn't licensed by Civil Aeronautics Authority, they would not permit him to navigate.

Gloom descended on all of us at the Balaban & Katz station.

While this was going on, Beulah Witch, on her broomstick, was taking a final turn around the transmitting tower.

Brisk as usual, she whisked into our dressing room.

"It's quite in order," she announced. "I've put an extra polish on the bat-wings. It should last until we get back. I've made sure the super turnstile stays right on Channel 4. Now I must get my broomstick to the hangar. It needs a really thorough overhauling. Pick me up as you pass. I trust Mme. Oglepuss will not delay us. This is no time for temperament."

No one answered her. Fran drooped over the telephone, totally exhausted. Ollie crouched in a corner, moaning, "Oh, my poor mother!" All I could do was wring my hands.

"What goes on here?" Beulah Witch demanded.

Then we told her.

She flipped her hair, settled her cap, and commanded, "Call Captain Eddy."

He dashed in, fast as his seven-league legs could carry him.

"This is a fine how-de-do," she shrilled. "Can't you do anything to get us to Dragon Retreat right away?"

The Skipper stuttered a little as he tried to explain about CAA.

"Humph!" said Beulah Witch. "Mundane. Utterly mundane. They don't have authority over broomsticks, do they?"

Captain Eddy admitted he had never seen them listed in regulations. A broomstick is, after all, a unique craft.

"That being the case, I'll fly the party to Dragon Retreat."

Fran stopped looking in the phone book for another air line. "But Beulah Witch," she protested, "You can't possibly have room for all of us. There's Kukla and Ollie, Mme. Oglepuss and

(*Continued on page* 14)

Free introductory issues of TELEVISION FORECAST *will* **STOP** *very soon.*

Send $2. today for a full year's subscription to—

TELEVISION FORECAST INC.
185 N. WABASH AVE.
CHICAGO, ILL.

Television Forecast For

MONDAY
JULY 19, 1948

WBKB

10:30—WOMAN'S WORLD. A full hour of entertainment for the women of Chicagoland, starting with Mary L. Hahn in "Knitting Instructions."

10:45—FIRST AID. Instructions from Fifth Army.

11:00—FIGURE CONTROL. Shan and Kay lead exercises.

11:15—SHOPPING WITH DINNY.

12:55—BASEBALL TELEQUIZ. Play this sports game.

1:10—MEET THE PLAYERS. George Janda, TV reporter, introduces you to major league ball stars.

1:25—BASEBALL. Cubs vs. Philadelphia. Joe Wilson announcer. Televised direct from Wrigley Field.

6:30—KUKLA, FRAN and OLLIE on vacation. Will be back August 30.

7:30—PEEK and TELL. A new quiz show that TV audiences can play.

7:50—TELENEWS with Bob McKee narrating.

8:00—FILM feature. To be announced.

8:30—WRESTLING. Russ Davis announcing from Midway Arena, scene of tonight's grunt and groan card.

10:30—NEWS. Today's World Picture.

WGN-TV

1:10—PLAYERS OF THE DAY. Pregame interviews with baseball stars, conducted by Ed Cooper.

1:20—BASEBALL. Cubs vs. Philadelphia. Jack Brickhouse describes today's game from Wrigley Field.

3:30—TENTH INNING. Roundup of scores, and interviews with Chicago and suburban fans attending the game.

7:30—WONDER HOUSE. New time for this popular children's show, starring Dick "Two Ton" Baker, Art Nelson and Marionettes, film and music.

8:00—WGN-TV NEWSREEL. Local, national and international news, with Spencer Allen narrating.

8:10—SPORTSMEN'S CORNER. Sports news and interview.

8:30—RETURN OF THE SCARLET PIMPERNEL. Another in a series of Alexander Korda film productions, starring James Mason. Next week: "Catherine the Great" with Elizabeth Bergner.

(Subject to change)

TELE-FLYERS Hill Carruth, Betty Carruth and Phil Groh present Link trainer and ground training Wednesday evenings on WBKB.

"Return of Pimpernel" on WGN-TV Monday

"The Return of the Scarlet Pimpernel" will be seen by WGN-TV fans Monday evening, July 19 when the channel 9 station again presents an Alexander Korda production.

Adapted from the story by Baroness Orczy, the film features Barry Banes, James Mason, Sophie Stewart, and Margaretta Scott in the leading roles.

Briefly this is the story: the vow of French revolutionists to capture the storied band of English bluebloods who are rescuing innocent nobles from the guillotine, leads to the kidnapping of the Scarlet Pimpernel's wife. James Mason returns to the bloody anarchy of Paris, defying the block and heartless executioners who hide behinds his hostage wife.

"Peek and Tell" Bows on WBKB

That girl who rewards your wit with household appliances is back on the air at WBKB.

Meg Haun, who starred on Commondealth Edison's pioneer commercial show, "Telequizicalls," recently returned with Claude Kirchner as her partner, to present "Peek and Tell."

Receiver owners are called to the telephone and challenged to guess the charade. The sponsor, Motor Products Corp., makers of Deep Freeze home freezers, rewards the accurate guessers with home appliances and frozen foods.

Loraine Larson directs, and Clair Callahan supervises for the Leo Burnett agency.

Drama Most Popular

Though highest on a cost-per-show basis, studio dramatic productions are the number 1 choice of video viewers, according to a report issued by TAP, Television Advertising Productions. Sports events and children's show follow a close second and third.

Best Bet

HARNESS RACING

Every night except Sunday at

MAYWOOD PARK

Every Tuesday night on

TELEVISION

WBKB—8:30 P.M.

See the sulky sport of thrills . . . The nation's top trotters and pacers competing out under the bright lights. Pari-mutuels with daily double.

MAYWOOD PARK

North Avenue at River Road

Television Forecast For

TUESDAY JULY 20, 1948

WGN-TV

1:00—WGN-TV NEWSREEL. Repeat showing of newsreel of previous evening.

1:10—PLAYERS OF THE DAY. Ed Cooper, TV reporter, interviews baseball personalities from Wrigley field.

1:20—BASEBALL. Cubs vs. Brooklyn. Jack Brickhouse will describe today's game from Cubs park.

3:30—TENTH INNING. Scoreboard and interviews with fans attending the Cubs game.

7:30—WONDER HOUSE. A children's show that will be enjoyed by all the family. See Dick Baker, Art Nelson and his Marionettes.

8:00—WGN-TV NEWSREEL. Local, national and international news.

8:10—SPORTSMEN'S CORNER. Sports news and interesting interviews of celebrities in the sports world.

8:30—FILM features. To be announced.

9:00—WGN-TV SCRAPBOOK. A potpourri of personalities and films. You'll like it.

WBKB

10:30—WOMAN'S WORLD, with Pets in the Home, starring Claire Di Maggio and Collie, Mac. Directed by Lorraine Larsen.

10:45—FILM.

11:00—CUTTING CORNERS with Catherine Payne.

11:15—SHOPPING WITH DINNY.

12:55—BASEBALL TELEQUIZ.

1:10—MEET THE PLAYERS. TV reporter George Janda introduces fans to baseball personalities.

1:25—BASEBALL. Cubs vs. Brooklyn Dodgers, from Wrigley Field. Joe Wilson announcer.

6:30—JUNIOR JAMBOREE. Kukla, Fran and Ollie on vacation; will be back August 30.

7:30—FILM.

7:50—TELENEWS with Bob McKee narrating.

8:00—BUD YOUNG and RICHY VICTOR.

8:10—FILM feature.

8:20—MIDGET BOXING described by Bob McKee.

8:30—HARNESS RACING from Maywood Park. Joe Wilson announcer.

10:00—NEWS. Today's World Picture.

(Subject to change)

Loraine Larson Recalls Early Days of Chicago's Television

Television something new? Perhaps to most people, but to a handful of some 400 brave souls who owned sets between 1940 and 1944 and saw WBKB emerge from its W9XBK embryo, television already has whiskers. And the staffers who emerged with it should, by all odds, have gray hair, hardening of the arteries and ulcers.

Loraine Larson, one of the comely girls who did so much to nurse WBKB through its early days, has none of these occupational diseases. But at twenty-six she can look back at television as one of the few veterans the business has. And, to hear her tell it, it's a wonderful, nostalgic past, filled with memories that bless and burn.

Women Comprise Staff

"There were no men then," she recalls. "I don't know whether that was good or bad, but we seemed to get more done. We weren't worrying about whether our noses were shiny. We changed sets in less than a minute, and if we took longer, "Father" Upton in the B&K executive offices across the street, would call us up and tell us about it. "Father" Upton's stop watch always seemed to me to be a little fast!"

In the early days during the war, W9XBK had only one studio, a small one about the size of an average apartment living room. The rest of the station's space was used for radar training. Captain W. C. Eddy was in charge of a vast radar training system for the Navy in those days, and had no time to devote to television. Captain Eddy's former secretary, Kit Carson, was in charge of production.

Early Facilities Limited

Facilities were limited in those days, and the programs were "rugged," Miss Larson recalls. Once, a brick wall fell on a singer while she was trying to synchronize her voice to a scratchy record. Luckily, the wall was only simulated brick painted on cardboard. The girl kept on singing while crew members pulled the collapsed scenery off her head. Finally, she emerged, smiling but slightly mussed up, and finished her number without missing a note.

Then there was the time that a famous, but obese, Indian squaw appeared to do some native dances. Picture definition was not so clear in those days and it appeared to Miss Larson, in the control booth, that the squaw was dancing with her back to the camera. She kept urging the crew to tell the squaw to turn around, without results. Finally, in desperation, Miss Larson went into the studio and cried, "Please! Nobody wants to see that part of you. Turn around!" In perfect English, the squaw said, "I have been facing the camera ever since I came in."

(Continued next week)

DIRECTOR—Bill Wilson, Jr., ABC veteran, was recently named director of special events for television station WENR-TV. Test patterns for this new station are scheduled to begin August 1.

MUSIC CUES for WBKB three-act plays are plotted here by Beulah Zachary, senior producer at the Balaban & Katz station, and Sterling Quinlan at the turntable. Next two-hour production will provide Sunday evening entertainment on August 1.

Install Television For N. Y. Hotel Guests

Delivery and installation of a hotel television system known as "Guest Television" for the Hotel Taft was recently announced.

The installation of "Guest Television" in the Taft, one of Manhattan's largest hostelries, is the largest and most comprehensive yet contracted for by a major hotel. By means of this system television will be available to Taft guests in 132 of the hotel's rooms which can be equipped with "Guest Television" viewers which have been specially designed by ITI for hotel use.

Operation of the system will be controlled from a master unit which has been installed in the hotel's radio room. Under the operation plan worked out by National Service Sales Corp. and the management of the 2,000-room hotel, television will be available to guests at the rate of $2 per day.

Kaufherr is Young Radio-TV Veteran; M. C.'s Variety Show

Although Jerry Kaufherr is just halfway in his twenties, he already has a radio-television background that is the envy of many veterans. WGN's youngest staff announcer, and a member of the WGN-TV staff as well, he's been at home in front of a microphone since 1939 when he started out doing radio work for the Chicago Board of Education Radio Council.

Jerry was born in Philadelphia and lived in New York City until his high school days when the family moved to Hyde Park in Chicago. Graduating from high school in 1939, he went right to work at the Radio Council, and by 1941 had a job at NBC and was going to school at Northwestern. He joined the staff of KBUR in Burlington, Iowa, in 1941 and ran a one-man station routine there. A WGN audition brought him back to Chicago in 1942, where he worked as a staff announcer until the start of his army career in 1943.

His experience in radio finally landed him in the Armed Forces Radio Service in the Pacific in General MacArthur's headquarters. Jerry modestly says that his only claim to fame is the fact that he was made a Pfc by order of the General himself! Along with 5,000 other guys, however. But he does remember with pride that his crew was the first to broadcast from the Philippines after their liberation by American forces.

Rejoining WGN in 1946, Jerry has been combining his announcing duties at WGN with emceeing the "Club Television" show on WGN-TV, interspersed with classes at Northwestern. Other interests include collecting books, including a few on herpetology, a hangover from a childhood interest in reptiles. A handy fellow in the kitchen, he believes all women are too prosaic to be good cooks and only men achieve greatness in the chef's line. We note that Jerry is still a bachelor.

Television Forecast For

WEDNESDAY

JULY 21, 1948

WBKB

10:30—WOMAN'S WORLD. A full hour show, starting with "Rent Control," with Bea Fox.

10:45—FILM feature.

11:00—FASHIONS.

11:15—SHOPPING WITH DINNY.

12:55—BASEBALL TELEQUIZ. If you like sports you'll like this show.

1:10—MEET THE PLAYERS. Pre-game interviews.

1:25—BASEBALL. Cubs vs. Brooklyn Dodgers. Doubleheader from Wrigley field; Joe Wilson announcer.

6:30—KUKLA, FRAN and OLLIE on vacation.

7:30—AMERICAN TELE-FLYERS. For aviation enthusiasts.

7:50—TELENEWS with Bob McKee.

8:00—PARS, BIRDIES and EAGLES—St. Andrews, Mission Hills and Indian Head.

8:30—WRESTLING from Rainbo Arena, described by Russ Davis.

10:30—NEWS. Today's World Picture.

WGN-TV

1:00—WGN-TV NEWSREEL. Repeat showing of newsreel of previous night.

1:10—PLAYER OF THE DAY. Ed Cooper, TV reporter, conducts a pre-game interview for telefans.

1:20—BASEBALL. Cubs vs. Brooklyn, first game of a double-header. Jack Brickhouse will describe today's game from Wrigley Field.

3:30—TENTH INNING. Scoreboard and interviews with the fans.

3:40—BASEBALL. Cubs vs. Brooklyn. Second game of today's double bill.

7:30—WONDER HOUSE. A half-hour program designed for children of all ages, starring Dick Baker, Art Nelson and his Marionettes.

8:00—WGN-TV NEWSREEL. Late news film and edited by the WGN-TV newsreel staff.

8:10—SPORTSMEN'S CORNER. Sports film and interviews.

8:30—FILM feature. To be announced.

9:00—CLUB TELEVISION. Variety show, with Jerry Kaufherr as master of ceremonies; music by Bob Trendler's band.

(Subject to change)

Crotty Evaluates Convention Coverage

To tackle successfully future news assignments of the magnitude of the Republican and Democratic National Convention, television must have available far more maneuverable equipment, according to Burke Crotty, whose supervision of the first pool telecast from Philadelphia has won the admiration of the entire industry.

Crotty summed up the lesson television has learned through its intensive coverage of the conventions.

"We now have convincing evidence," Crotty said, "that the cameras and studio control equipment now in use do not permit the flexibility of movement that we should have to adequately cover such events. We must remember that this gear was developed during the war and fashioned to meet wartime exigencies. However, the new equipment must be designed to satisfy the demands of adroit programming. As such, it must be lighter, smaller, and more portable, and it must require less power supply than the bulky gear with which we have had to work both in the convention studio and on the convention floor.

"In addition," Crotty said, "properly trained cameramen in the future need not be so fully qualified as engineers, for the perfection of modern equipment has obviated that necessity. On the other hand, they must have a more thorough understanding of picture composition, story theme and human interest values. This means that we will have to offer television cameramen more versatile training than day-to-day operations, so that they are not "camera pointers" but instead all-around photography artists who instinctively appreciate the ingredients of the ideal program pattern.

"Television news commentators," he said, "will gradually improve their video technique. This is a delicate problem for men who are essentially news experts and not primarily showmen. We have found that each commentator must accentuate the individual characteristics that have made him recognizable to radio audiences, so that these mannerisms become even more pronounced when he faces the cameras."

Channel **4—CAST**

Women's World - - - 10:30 a.m.

Mon. thru Fri.—Fashions, Food and Household Hints

Midget Auto Racing - - 8:30 p.m.

Thrills direct from Soldiers Field

Tele-Charades - - 8:00 p.m. Fri.

Kids Match Wits; Ed Roberts emcees

Harness Racing - - - 8:30 p.m. Tues.

Maywood trotters set a fast pace

WBKB

Balaban & Katz

Channel **4**

Television Forecast For

THURSDAY
JULY 22, 1948

WGN-TV

1:00—WGN-TV NEWSREEL. Repeat showing of previous evening's newsreel.

1:10—PLAYERS OF THE DAY. Pre-game interviews of famous big league baseball stars, conducted by Ed Cooper, TV reporter.

1:20—BASEBALL. Cubs vs. Brooklyn. From Wrigley field, Jack Brickhouse describes today's game.

3:30—TENTH INNING. Roundup of other scores and interviews with the fans attending the Cubs game.

7:30—WONDER HOUSE. Explore the magic qualities of Dick Baker's Wonder House, with Art Nelson and his Marionettes, films, and music.

8:00—NEWSREEL. WGN-TV news chief Spencer Allen presents local, national and international news.

8:10—SPORTSMEN'S CORNER. Paul Fogarty with sports news.

8:30—WRESTLING MATCHES. Jack Brickhouse describes tonight's grunt and groan card from the Madison Athletic Club.

WBKB

10:30—WOMAN'S WORLD. Cooking with Mary Martensen starts off this one hour show for the women.

11:00—THE DEXTERS. Jim and Edie, always a riot.

11:15—SHOPPING WITH DINNY. A charming hostess.

12:55—BASEBALL TELEQUIZ.

1:10—MEET THE PLAYERS. Pre-game interviews conducted by TV reporter George Janda of WBKB.

1:25—BASEBALL. Brooklyn Dodgers vs. Cubs, from Wrigley Field. Today's game described by Joe Wilson.

6:30—KUKLA, FRAN and OLLIE on vacation; back August 30.

7:30—FILM feature.

7:50—TELENEWS with Bob McKee.

8:00—ADMIRAL THEATER OF THE AIR with Franklyn MacCormack.

9:30—NEWS. Today's World Picture.

(Subject to change)

VERNON BROOKS — Another key personality in WGN-TV is the gentleman pictured above. Operations on the channel 9 station are under his jurisdiction.

Bob Trendler. . . .

(*Continued from page* 4)

Leaving vaudeville, Trendler joined the staff of station WGN in 1934 as director of the vocal chorus. He has taken part in hundreds of network radio broadcasts since that date.

Recognized as a master in all branches of musical arrangement, he is accepted as one of the country's leading experts in musical montage (blending music with the spoken word in dramatic programs).

In addition to his "Club Television" assignment on Wednesday night, Trendler also takes an active part in many other WGN presentations from Chicago, including "Voices of Strings" and "Trendler Presents" and "Trendler Conducts" on WGNB, for which he directs the orchestral accompaniment. He is also coach of the chorus heard Saturday nights on "The Chicago Theater of the Air."

Trendler is in his middle thirties, stands six-feet-one-inch tall and tips the scale around 200 pounds. Married to Annette Bretzlaff, who was a member of the "Three Graces," former WGN trio, Bob is the proud father of two sons, Robert, Jr., age ten, and David Allen, eight.

On the Cover

MIDGET AUTO RACES—From Soldier's Field each Saturday evening, the telecameras of station WBKB bring racing thrills and spills as Chicago's leading drivers compete for prizes and honors. Joe Wilson, sports announcer, describes the video entertainment.

Plan Dynamic Display

Chicago's potent role in national television will be dynamically displayed to the entire country in September when the Electric Association sponsors its National Television and Electrical Living show, the first large scale show of its kind. From September 18 to 28, the show will feature all phases of TV. Four Chicago TV stations will be operating in September, and all will be represented at the show.

THE

Sky Club

20 floors above the beautiful Fox River Valley

DANCING TO

JOE VERA

and his orchestra

plus lovely **LOLITA MOLONEY**

Complete Dinner $2.50

NO COVER — NO MINIMUM

LELAND HOTEL

AURORA, ILLINOIS

(ONE HOUR FROM CHICAGO'S LOOP)

Television Forecast For

FRIDAY

JULY 23, 1948

WBKB

10:30—WOMAN'S WORLD. Fashions is the number one item of today's show for the women of Chicago and suburbs. This program is directed by Lorraine Larsen.
10:45—FILM.
11:00—AMERICAN MEDICAL Association.
11:15—SHOPPING WITH DINNY.
12:55—BASEBALL TELEQUIZ.
1:10—MEET THE PLAYERS. George Janda introduces you to big league stars from Wrigley Field.
1:25—BASEBALL. New York Giants vs. Cubs. Joe Wilson describes today's game from the home of the Chicago Cubs.
6:30—KUKLA, FRAN and OLLIE on vacation. Sorry.
7:30—FILM.
7:50—TELENEWS with Bob McKee. Local, national and international news.
8:00—TELE-CHARADES with Ed Roberts. This zany game is fun, so play it.
8:30—FILM feature.
8:45—AT OUR HOUSE with Jim and Edie Dexter, comedy team.
9:00—GIRL'S BASEBALL from Shewbridge field. Russ Davis announcer.
11:00—NEWS. Today's World Picture.

WGN-TV

1:00—WGN-TV NEWSREEL.
1:10—PLAYERS OF THE DAY. Ed Cooper, TV reporter, conducts interviews of famous baseball personalities direct from Wrigley Field.
1:20—BASEBALL. Cubs vs. New York. Jack Brickhouse announcer. Televised from the home of the Cubs.
3:30—TENTH INNING. Scoreboard of other games, and interviews with the fans at the park.
7:30—WONDER HOUSE. Dick "Two Ton" Baker is host to Chicago and suburban children of all ages, with Art Nelson and his fun-making Marionettes.
8:00—WGN-TV NEWSREEL. Local, national and international news.
8:10—SPORTSMEN'S CORNER. Paul Fogarty emcee to sports celebrities.
8:30—FILM feature. To be announced.
9:00—BOXING. Amateur bouts from the Madison Athletic Club, described by Jack Brickhouse.

(Subject to change)

Television Forecast For

SATURDAY

JULY 24, 1948

WGN-TV

1:00—NEWSREEL. WGN-TV presents an additionally scheduled program in this series.
1:10—PLAYER OF THE DAY. A pregame interview conducted by Ed Cooper.
1:20—BASEBALL. Cubs vs. New York, from Wrigley Field.
3:30—TENTH INNING. Scores and interviews.
3:40—BASEBALL. Cubs vs. Giants, second game of twin bill.
8:00—WGN-TV NEWSREEL. Spencer Allen.
8:10—FILM feature.

WBKB

12:55—FILM feature.
1:10—MEET THE PLAYERS from Wrigley field.
1:25—BASEBALL. New York Giants vs. Cubs, announced by Joe Wilson.
7:30—WESTERN FILM.
8:30—MIDGET AUTO RACING from Soldier's Field. Joe Wilson narrator.
11:00—NEWS. Today's World Picture.
(Subject to change)

Kukla and Ollie . . . .

(*Continued from page* 5)

Mercedes, Cecil Bill Ryan and Colonel Cracky, and . . ."

Beulah Witch clapped her hands. "Do we, or do we not have one of the world's greatest inventive geniuses on board at WBKB? Captain Eddy!"

The Skipper saluted as though she were an admiral. "Yes, Beulah Witch?"

"Perhaps such a basic, simple idea would never occur to Navy personnel, but when the Army was faced with such a problem, it had an answer. Why can't you invent a broomstick glider train?"

"Yes, MAM!" He saluted again and rushed for his workshop.

Ollie chimed in. "But Beulah Witch, you just said you had to send your broomstick to the hangar for a really thorough overhaul."

"Humph!" said that woman with all the answers.

"WBKB crews have faced tough problems before. Call Gommy. Call Rae. Have Maggie make a list of all the air-minded people in this place. Considering some of the crates they fly, a simple broomstick shouldn't stump them."

She took a few fast turns around the room.

"Tell Lee Atwood to have an RCA ready. We must have music while we work."

Her tall peaked hat bobbed like an animated exclamation point. "Dana, go down to Steinways and have them make up an extra urn of coffee. See if Werry is back from his tour of duty at Glenview Naval Air Base.

She started dismantling the broomstick. "The idea of Ollie's poor mother left alone with all those lazy dragons!"

When Beulah Witch puts her mind to it, things happen. She gave the orders. We all pitched in. You never saw such rushing around.

When the new broomstick glider train was ready, we were all so tired we just fell into our places. Beulah Witch was fresh as ever, and twice as energetic.

Busy as we were, we didn't even notice until time for the take-off that Mme. Oglepuss and Colonel Cracky weren't in the crew.

Then within minutes of each other came two telegrams.

The first said:

SORRY CAN'T ACCOMPANY YOU. MUST BE IN ST. PAUL TO STAR IN MERRY WIDOW POP CONCERT JULY 21. COL. CRACKY ASSISTS. REGARDS. MME. OGLEPUSS.

The other read:

MUST BEG OFF DRAGON RETREAT TRIP. WILL STAR IN JUBILEE WITH ST. LOUIS MUNICIPAL OPERA WEEK OF JULY 19. MME. OGLEPUSS ASSISTS. BEST TO ALL. COL. CRACKY.

Now how do you suppose those two characters can be in cities so many miles apart at the same time? And who is really the star?

I'll try to have the answer for you by next week.

Love to all our television friends,

KUKLA

Memo to Baseball Fans

... *ALL* Major league ball games in Chicago will be brought to you over the Chicago Tribune's new television station, WGN-TV.

You'll be closer than ever to those hustling Sox in 1948 since their complete home schedule, including 21 nite games, will be telecast *exclusively* by WGN-TV.

For the best in television switch to Channel 9 (186-192 Megacycles) ... see and hear WGN-TV bring you the finest in television entertainment.

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